

*For Immediate Release*

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## **Courtesy Associates Celebrates 60<sup>th</sup> Anniversary**

*Company Founder Jane Marilley Remembered as a Pioneer and Role Model  
in the Washington, D.C., Conference and Event Management Industry*

**WASHINGTON, D.C. – April 2, 2007** – Beginning April 1, 2007, Courtesy Associates is celebrating the 60<sup>th</sup> anniversary of Jane Marilley’s founding of the company, which has been ranked the number one meeting and event planning firm in the D.C. metropolitan area by the *Washington Business Journal* for three of the last four years.

Courtesy manages conferences, exhibits, special events and public awareness and educational activities across many industry sectors. Its clients include government and universities, associations, technical and medical societies, and the private sector. In 2006, Courtesy handled approximately 875 meetings and events worldwide.

“Our 60<sup>th</sup> anniversary offers us an occasion to reminisce about the formation of our company, as well as to pause and reflect on the deep relationships we have with many of our valued clients,” said Courtesy President Sheila Stampfli. “We are grateful for the continued loyalty and support of our clients, some of whom have been with us for more than 35 years. Together we celebrate the ‘Courtesy Way,’ our approach to service that continues to earn their trust and confidence every day.”

In 1947, when few women worked in the business world, let alone played leadership roles, Marilley was charting her course as a pioneer in the service industry, founding a telephone answering and event management service. Marilley’s first event management project was truly an historical endeavor that set the tone for the company’s reputation for delivering turnkey conference, meeting and event management services worldwide.

A fledgling pilot at the time, Marilley helped her flight instructors, Army Air Corps officers George Truman and Clifford Evans, organize a flight around the world by securing donations of the two Piper PA-12 Super Cruiser planes, coordinating the necessary licenses and permits for the flights, and managing the associated public relations campaign. Marilley realized the pilots’ flight checklist process could be applied to event planning, becoming one of the first to formalize conference management as a profession. She went on to become a member of the Washington Business Hall of Fame and one of the first woman directors of the Greater Washington Board of Trade.

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“So much has changed in the last 60 years, particularly the influence that women have had in all areas of business, including our own,” Stampfli said. “But what remains the same is Jane Marilley’s vision and spirit, which is carried on today by the extraordinary team at Courtesy Associates. After six decades, we are able to leverage our company’s extensive organizational experience, which truly sets us apart in the meeting and event planning industry.”

Julie Silverstein, president and COO of SmithBucklin, which owns Courtesy Associates, said, “Courtesy’s industry leadership position is something that many of us draw upon for servicing our client organizations, and it is a real strength of our company. We are confident that Courtesy’s heritage will continue to serve us well, particularly as the Courtesy team continues to enhance the company’s services, outreach and its leadership position in the marketplace.”

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**About Courtesy Associates**

Courtesy Associates is a recognized leader in the full-service conference and event management industry. Courtesy serves a wide range of clients in the government, medical, technical, association and corporate arenas, creating programs for audiences ranging from 50 to 10,000. Courtesy provides clients with a single point of contact and unparalleled expertise in vendor negotiation and management, logistics and planning (onsite, pre- and post-event), exhibit and sponsorship sales, budget development and oversight, theme development and event design, production, event marketing and fundraising, and site selection. Courtesy Associates is owned by SmithBucklin, the world’s largest association management and professional services company with more than 750 employees. SmithBucklin is 100% employee owned. For more information, please visit [www.courtesyassociates.com](http://www.courtesyassociates.com) or call 1.800.647.4689.

**About SmithBucklin**

SmithBucklin is the world’s largest association management and professional services company providing flexible, tailored full-service management and function/project-specific services to more than 235 trade associations, professional societies, technology user groups, government institutes/agencies and corporations. SmithBucklin’s mission is to drive growth and build sustained competitiveness for client organizations. Founded in 1949, the company employs 750 professionals specializing in all phases of association activity including executive management, member and chapter administration, convention and trade show management, marketing and branding, Web services, education and programs, government relations and financial management. SmithBucklin manages more than \$250 million in annual client budgets from offices in Chicago, Washington, DC, St. Louis and Durham, NC. SmithBucklin is 100% employee owned. For more information, please visit [www.smithbucklin.com](http://www.smithbucklin.com) or call 1.800.539.9740.